

OSTRICH PLUME DRESS HATS, \$9.89

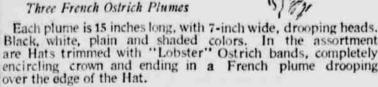
Week-End Special on Sale Friday and Saturday

Cannot be duplicated elsewhere at less than \$16.50

One Model Is Illustrated

The Shapes are of the best imported hatters' plush, hand-blocked and made by one of the foremost manufacturers. Also in the assortment are some "Erect-pile" plush shapes all black.

The Hats are trimmed with



These plumes alone would elsewhere cost more than our price for the Trimmed Hat.

HANDSOME EVENING GOWNS Copied from Recently Imported Models

Beautiful Dresses for theatre, dinner or reception wear, as well as charming little Dancing Frocks, are included in the Macy collection of costumes displayed in two distinct models in the Second Floor Gown Salon.



Satin Charmeuse Decollete Gowns at \$36.75

These would be considered excellent value elsewhere at

A Copy of a "Worth" Model

(Left figure in illustration) Made of heavy quality satin charmeuse over a silk foundation. This Gown is semi-Empire instyle, with low cut bodice of the charmeuse elaborately trimmed with plastrons and garnitures of crystal, rhinestone, pearl and tinted stones. Fine shadow lace is used for the sleeves, which are finished with the new pointed "handkerchief" ruffle. The draped skirt ends in a graceful train.

A Modified Copy of a "Beer" Model (Right figure in illustration)

Made of very lustrous satin finished charmeuse, with low cut bodice of shadow lace, draped in surplice effect; sleeves, also of the lace, are finished with deep pointed ruffles. Latticed embroidery, in crystal beads and bugles, adds a note of elegance to the gown and crystal buttons trim the sleeves and skirt. The skirt, its long, graceful draperies finished with crystal tassels. may be worn "en traine" or, for dancing, may be looped up and caught at the wrist-line; it then appears to be a round length skirt on the smart "silhouette" lines.

These Gowns-in black, "Nellrose," ciel blue, maize and rose with white or cream lace-are in sizes to fit all usual proportions. Price \$36.75.

Dancing Frocks of Charmeuse, \$17.74

A graceful, simple Gown—in white, ciel blue, "Nellrose," old blue and black, with bodice of lace and the charmeuse—finished with crystal trimming and French corsage flower at girdle. Draped skirt with crystal ornaments.

Imported Evening Dresses-from Paris, in fine shadow laces, chiffons and embroidered nets-range in price from \$22.74 to \$134.00.

Misses' Dresses, Coats and Suits at especially attractive prices include: Hand embroidered Dresses of fine Velveteen at \$28.74—are in black, navy and brown. These are fur-trimmed Suits of Chiffon broadcloth, in cutaway effect, at \$33.75 in taupe, navy and brown.

Misses' Coats at \$26.74 are of imported Montagnac Cloth and at \$9.94 there are smart Coats of Polo Cloth. Juniors' Coats in Chinchilla Cloth

Elegance and distinction in Fur Garments are displayed in the Imported Coats of Baby Caracul at \$894.00 and \$749.00 In the draped Wraps of Scotch Moleskin, with their collars and trimmings of Hudson Seal and Kitt Fox are \$594.00 and \$496.00, respectively.

"French Seal" (Dyed Coney) Full-Length Coats \$89.75 Elsewhere \$115.00.

A 54-inch long, straight-line model with very wide lap. Full urred skins, perfectly matched. In the lustrous "Chappel" dye. Heavy brocaded satin lining.

Moire Russian Pony Full-Length Coats \$59.75

Deep-rolling shawl collar and wide cuffs finish this 52-inch long, straight-back model. Soft, well-marked skins, brilliant black dye. Ribbed silk or brocaded satin lining.

Scotch Moleskin in me Sets \$42.74 Elsewhere \$55.00 Handsome Sets

Choice of two styles-each finely lined with taupe charmeuse satin. Large shaped shawl neckpiece or long straight stole mantle, with half-barrel Muff to match.

> Skunk Raccoon Sets of Fine Grade

Elsewhere \$35,00 Full-furred, pliable pelts; the scarf of two skins is finished with head, tail and paws, large half-barrel muff to match.

The Great Sale of Oriental Rugs Continues. The collection still contains many choice specimens.

CAMERA ACCESSORIES AND SUPPLIES

Everything for the Amateur Photographer at prices uniformly "Lowest-in-the-City."

The chemicals compounded by the Macy laboratories in West 35th St. are both pure and of an unusual degree of strength. All are tested for quality before leaving the laboratory. Compare them for efficiency with other trademarked or specially advertised goods, and then compare the prices.

For those who prefer other chemicals Macy's has a comprehensive stock of all the desirable brands, at prices always lower than anywhere else in the city, as indicated below.

Cameras-most comp	lete ass	ortmen	t in the city, from \$1.00 t	0 \$13	12.50.
The second secon	Reg.	Spec.	Commission Commission Waves	Reg.	Spec.
MACY'S "YEL CYO" DE-			STIRRING ROD AND		
VELOPER for gastight			TWO PUSH PINS	1.5	.10
tomer uply, 4 or, buttle	.25	.24			***
MACY'S HYDRO DEVEL-	1735	1 (min)	pictures at night	.50	-42
OPER, 4 or, buille	.25	.18	EASTMAN FLASH PISTOL	.50	:30
MACY'S FILM PLATE DE-			FLASH POWDER	.50	*****
VELOPER, 4 og, bottle		.18		.60	.56
MACY'S ACID HARDEN-			inch blade	,00	,00
FR. 4 oz. bottle	.20	.14		.40	.86
MACY'S ORYSTAL HYPO-			EASTMAN WATER COL	7.40	.00
one nound at the same	.05	.04	ORS, beak form	.25	.91
EASTMAN ACID HYPO, .	.25	.18	PEERLESS JAPANESE	120	
EASTMAN ACID HYPO.		1.572	TRANSPARENT		
	.15	.11	WATER COLORS, 15		
EASTMAN M. Q. TUBES.		-55.00	Antone Committee	.75	.71
half dogun	.30	.21	REVOLI PHOTO TINTS.	100.00	17.75
MONTALK M. Q. TUBES,	.05	.02	10 colors.	.25	.18
RETOUCHING OUTFITS.	.75	.59	PRINTING MARKS, 24x	0.00	12.77
RETOUCHING. STANDS			84 to 5x7	.15	.10
for 3 5x4 5 4x5 and			PRINTING FRAMES, with		7400
5x7 negatives	\$1.25	81.1D		.35	.20
HYPO, FIXING, BOXES			4x5	.30	.10
for 3 4 x 4 16. 3 14 x 5 14.	Same and	1200	816×0	.25	17
4x5 negatives	\$1.50	.DN	34x44	.25	.16
WASHING BOXES for 4x5	4.4	2004	DEVELOPING ROLLERS,		
and 5x7 negatives	- ABB	.69	keeps film in developer	202.1	(72.07
DRYING. RACKS, hold			whilst developing	150	.49
24 hegatives	.25	.19		5.5	.50
THERMOMETER STIR-			4×5		-219
TOTAL ROD MANAGERS	.75	:40	214×514	15.5	.215
TRAY THERMOMETER .	14.0	.21	314 x 4 14	.34	.27
200					

CAMERA ACCESSORIES

The state of the s	Spec.		Trace	Henry
		GLASS TRAYS, size 64+84	A ()	3
METAL TRIPODS, seven fold patent catch \$4.00 METAL TRIPODS five fold patent catch	\$2.98	GLASS TRAYS, size 64x84	.10 .20 .25 .25 .73	27.0
METAL TRIPODS five	Section 1		20	131
fold, patent catch	\$2.21	ENAMELED TRAYS, 5X7.	.35	.2
METAL TRIPODS, four		ENAMELED TRAVS, 4x5	25	.1
METAL TRIPODS, three	\$1.05	RUBBEROID TRAYS, 8x10 RUBBEROID TRAYS, 65x	.73	.8
		RUBBEROID TRAYS, 65x		1.00
POCKET TRIPOD STAYS, \$2.00	\$1.41	Sile con converse converse con	15	
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ELECTRIC LAMP, ruby	199	RUBBEROID TRAYS, 4x5	*00	
		RUBBEROID TRAYS, 35x	100	
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	.59	The state of the second	1.5	100
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CANDLE LAMP, with	35555	wood water clarks	.75	.75
Water Parks - Or Find Arms - 18 Mg	.10	POCUSING CLOTH, 1 sq.	1300	1.23
GLASS TRAYS, size Sx10 .60	. 41	yard	.33	2

SAVE YOUR SNAP SHOTS in a suitable album. We have a large assortment of Albums in Walrus, Seal, Morocco, Broadtail and Suede Also Art Cloth and Blackcloth, interchangeable and hand-sewn, with page spacings. Prices are 21¢ to \$5.89.

OUR PHOTOGRAPHIC DEPARTMENT

Is unique in many ways.

Quality is never sacrificed for any reason MANY PEOPLE THINK because our service is so prompt and our prices so low that the work is hurried through. This is not so. There is no store in the city that has equal facilities for turning out high-grade work in the way of modern laboratory equipment or experiness of workmen, and there is no store where more care is taken with every individual negative or print.

MACY'S GIVES CAMERA INSTRUCTION absolutely free of

or not. Our instructors not only explain the theory fully, but give actual demonstrations for your guidance. SHOULD YOU WISH INSTRUCTION on, for instance, making Lantern Slides, we will be pleased to give you individual guid; ance in this or any other branch of the art of Photography.

charge, whether you buy your Camera and Supplies at Macy's

Fifth Floor-34th St. NEWEST FASHIONS FOR LITTLE GIRLS

In the Macy assortment of apparel for little girls there are luxurious Coats of Gray Squirrel at \$69,75 and dainty Coats of White Coney Fur at \$29,74. Broadcloth Coats, fur trimmed, with collars and cuffs of Australian Opossum or seal-dyed Coney are \$19.74. Coats of imported Zibeline, trimmed with rows of tiny velvet buttons, are \$14.74 to \$28.75, and are in fine shades of rose, tan, amber and blue.

Handsome Coats \$14.74

Elsewhere \$22

A clearance of about 50 high-grade Coats-warmly interfined and finely lined. Broadcloths, boucles, fine cheviots and zibeline, in all the colors favored for dress or street wear. Smart new skirted and belted models; all are elaborately trimmed with velvet. Sizes 4 to 10 years.

Girls' Norfolk Suits of Heavy Linen, \$6.24

Sizes up to 14 years Two-piece model, in leather color, pink, blue or white linen, with patent leather belt and pearl button trimming. Box pleated

blouse with "Buster Brown" collar and soft silk tie. Gored skirt attached to underbody of lawn. Blue Serge Dresses Smartly Trimmed, \$10.74

Sizes 8 to 14 years

Navy serge of superior quality: Open front model with round neck and new extension sleeves. Flat collar and cuffs of heavy lace. Braided ornaments trim the front of this pretty freek and it is finished at the waist with a Roman silk striped sash.

Second Plant 35th Street



"RIGHT SHAPE" SHOES Rights For Misses & Children | For Every Toe"

In Appearance "Right Shape" Shoes are just like any

other thoroughly high grade Shoes.
In Comfort "Right Shape" Shoes are in a class by themselves, that no shoes constructed on ordinary lines can approach.

Every toe in the "Right Shape" Shoe has plenty of room for normal natural development. The results are a springy, graceful step, erect carriage, absence of fatigue after continued walking, and no corns or bunions.

owing to their construction all regulation heights. Prices range the parts of the shoe meet the from \$1.19 for the Infants' Butground fairly and squarely, thus equalizing the wear and ton Shoes to \$3.49 for Misses' doubling its life.

"Right Shape" Shoes fit snugly at the heel and instep, prevent-widths and in "High Cut" and

"Right Shape" Shoe Specials

Misses' and Children's High Cut Button "Right Shape" Shoes, in patent leather and gun metal calf. Kiduppers, Heavy soles.

Misses' and Children's "Right Shape" Button Shoes, Regulation height. Patent leather and gun metal calf, Kiduppers, Strong and durable Sizes 815 to 11 Sizes 1116 to 2 Sizes 21/2 to 51/2

\$1.98 Sizes 814 to 11

Second Floor, Rear.

Broadway, 34th to 35th Se.

SUITS & OVERCOATS

Special Price Reductions

-Suits at \$4.96-Macy's Price was \$6.49

-Suits at \$7.49-Macy's Price was \$10.74

Norfolk or Double-Breasted Suits at \$4.96 (illustrated) are made in a wide variety of serviceable all-wool materials in the most popular fall colorings. Also in blue serge, in cheviot and in corduroy. Some of the suits have two pairs of trousers, some have one. Sizes are to fit boys from 6 to

Norfolk or Plain Suits at \$7.49 (illus-trated) are made of fine tweeds, cassimeres and worsteds.

Some have patch pockets. Made in the natural shoulder English models for fall and winter; all unusually well tailored, most having hand-

made buttonholes and hand-felled collars. All seams taped and sewed with silk. Not a complete range of sizes in every style, but every size in several styles for boys from 6 to 19 years.

Macy's Blue Serge Suits for Boys, at \$4.96 to \$14.74. are excellent for dress or for very special occasions. Several models in Norfolk or plain double-breasted style, in serge, cheviot and unfinished worsted. Excellently tailored and absolutely fast color.

Overcoats at \$4.96 Elsewhere priced \$6.00

Overcoats at \$7.49 Elsewhere priced \$12.00

Button-to-Neck and Double-Breasted Overcoats at \$4.96 are o Germania Chinchilla in navy, Oxford, light gray and brown, with Venetian yoke. Also in tan, brown and gray mixtures. These are for boys 2 to 10 years old, in button-to-neck style. For boys 10 to 17 years old, double-breasted overcoats in all-wool gray and brown mixtures. Big, full, roomy coats with belted backs and convertible collars.

Double-Breasted Ulsters at \$7.49 are made of fine all-wool heavy mixed overcoating in grays, browns and heather mixtures. Lined with wool and serge. All with yoke, and some with patch pocket and the new split sleeve. Extra long coats, with convertible collar and belt back.

Chinchilla Overcoats at \$4.96 up to \$16.49 are among the most popular and most useful coals this winter. In all the new models, with shawl or notch collar; lengths from "knee" to "just above ankle." For boys from 21/2 to 18 Second Ploor, 35th St. Rear.

SPECIAL VALUES IN BOYS' FURNISHINGS On the Second Floor of the Macy store, at "lowest-in-the-city" prices.

Pajamas, 79c

-Elsewhere \$1.00. Made of fine quality heavy domet and striped madras; beautifully fin-

Blouses, 39c Elsewhere 50c.

cales in a large variety of staple shades, medium and light; attached collars. Made of "ends" of high-grade material by one of the best known manufactures in the country and the collars. Made of woven madras and per the country; all in sizes from 6 to 16 years.

Knitted Neckwear, 34c

Elsewhere 50c. 75c and \$1.00. Smart but refined four-in-hands i and striped madras; beautifully finished with silk frogs; sizes 6 to 16 years.

Rlances 30c

Pleated or Plain Shirts, 68c

Elsewhere \$1.00.

Second Floor, 35th St., Rear.

All-Wool and Worsteds, with no admixture of cotton whatsoever. "Lowest-in-the-City" prices.



"Byron Collar" Coat \$1.98

A Regular Skating and \$1.98 Football Sweater at.

is seen on the boy in the left centre. A finer grade in the same model costs s3.49. The Sweater is made of heavyweight worsted yarn, and has the high

Ruff-neck Sweater \$1.98 \$2.49

A "V" Neck-Coat \$1.39

weight worsted yarn, and has the high turn-over collar. It fits boys from 6 to 18 years and comes in navy, gray, to 18 years and comes in navy, gray, second 11eer, 35th 8t. Regr.

WEEK-END CANDY SPECIALS

Assorted Ideal Chocolates. Special, 19c In pound boxes.

These chocolates are absolutely pure and made according to the highest standard of quality.

"Red Star" Special Assorted Chocolates. Per pound, 24c Finest assorted chocolates and bon-Deliciously flavored centres. Some bons. Similar chocolates are sold with nut mixtures. The quality for which exclusive candy stores ask 40c 20c.

Basestent, Bear.

Macy's "Perfection" Chocolates. Special, per pound, 49c Our very best quality chocolates that

compare most favorably with assortments sold generally elsewhere at 80c n ready packed boxes containing 1. 2 and 5 pounds Assorted Buttercups. Pound boxes, 19c.

R. H. Macy & Co.'s Attractions Are Their Low Prices

Smart Knee-length Overcoat at

(Pictured on the right and centre figures)-is made of blue chinchilla.

In blue "nap" cloth at \$22,50. It is the popular "buttonthrough" model, with soft roll- chilla at \$38.50. ing lapels and curved patch pockets. The cuffs are "turn-back"

The length of this Coat is about 48 inches—just below the knees. The shawl collar sets back."

A feature is the gathered-in whether close-buttoned about back with short one-piece belt.
These Coats have felled seams throughout and satin shoulder and sleeve lining.

the neck or rolled down to the second button. The back is drawn in with a short two-piece belt.

OVERCOATS SILK AND SATIN LINED 75 For Men and Young Men
Similar Coats elsewhere are
priced \$25.00 to \$32.50.

\$24.75 coat at

A Shawl-Collar Over-

In Oxford blue, serge-lined.

In gray frieze, quarter-satin lined, it is \$27,50.

In brown or gray chinchilla, the price is \$29.75.

Oxford gray Worumbo chin-

smoothly and "rolls" easily

The Men's Coats are dressy knee-length Chesterfield models, made of Oxford gray Vicunas, lined with heavy pure dye silk. The collar is of silk velvet. Sizes 37 to 44.

The Young Men's Coats are in the London "Guards" model, made of Oxford blues and brown Shetlands, also in a double-breasted model, made of heather-brown fleece.

Both models have satin shoulder and sleeve-lining. The inside seams are satin-piped or plain felled. Sizes 34 to 38.

Youths' All-Wool Long Trouser Suits, \$9.75

Sizes 31 to 36 Ages 15 to 20 years Made of Short Lengths of the Fine Woolens that usually go into \$12.50 and \$15.00 Suits.

Neat brown and gray mix-| The tailoring is excellent and tures, and in hairline stripe the cut thoroughly smart and up to the moment.

YOUNG MEN'S TWEED HATS, \$1.88



Newest Styles Earlier in the season, Hals of similar quality sold at \$3.49.

and suit-lengths of fine woolens from Scotland and the West of England. We have had them made up in the new curve brim style with self band. Some have

vertical stitching, some horizontal. The color-range in grays and browns is so wide that these Hats match particularly well

with Overcoats in the popular shades. Macy's Silk Hats at one price-\$5.74-and in two models. The one suited to younger men has the French tapering crown and flat-

brim and straighter crown. Men's Smart Caps from Paris and London

tish brim. The other, more conservative in style, has a curl

Frem London come Caps in two | From Paris are Caps made of styles - large and medium one piece of material without a crowns. The price is \$2.49. Materials are tweeds, cheviots and smooth finished woollens, in club checks, plaid and smart shades of heavy part and seam. A seam—a novelty not shown, as far as we can find, anywhere in New York. Lined or unlined, shades of brown and gray. Every in large or medium shapes. Cap is lined with satin. All Colors are delicate grays and

Sizes, and a match for any suit browns. The prices are \$1.49 and \$2.49.

FUR LINED GLOVES FOR MEN

We have a complete line of Men's fur-lined gloves, made expressly for Macy's by one of the largest manufacturers in England. The following styles and prices will give an idea of the assortment

Men's Prix-seam Sewn Cape Gloves Men's Mocha Buck Gloves
Elsewhere \$3.25. Macy's Price \$2.74 Elsewhere \$2.65. Macy's Price \$2.44 They are full lamb-lined. In tan only.

Men's Mocha Buck Gloves

Elsewhere \$5.75. Macy's Price \$4.74

They are in gray or reindeer colors and are half squirrel-lined.

Men's Cape Leather

Elsewhere \$6.50. Macy's Price \$5.74

They are in tan cape or mocha, buck in gray and tan, full squirrellined. One clasp. Prix-seam sewn.

They are in tan cape or mocha, buck in gray and tan, full squirrellined. One clasp. Prix-seam sewn.

They come with one clasp or elastic at wrist, seamless, wool-lined, Prix-seam sewn, in tan only.

Main Floor—B'way. They are full lamb-lined. In tan These Gloves are seamless, woo